Chapter 15

Creative Clusters of Urbanized Cities as a Factor for Increasing Global Economic Efficiency

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ABSTRACT

In this chapter, the authors analyze theoretical approaches to definition and classification of creative clusters, including used by the international economic organizations. The role and influence of creative economy for modern development of the urbanized cities is shown. In the chapter, the production factor which is the basis for the creation of added value in a creative economy is designated. The authors show the influences of the creative industries on the development of the world economy by using relevant analytical materials and statistical data. Such mechanisms of change of the urbanized cities’ public spaces as placemaking and redevelopment are described. The comparative analysis of a creative economy’s key indicators of the world capitals – leaders in development of the creative environment in dynamics is carried out. The analysis is based on the data of the Global Creativity Index and the interrelation of creativity level with urban saturation and competitiveness of the countries and cities.

THE ROLE OF CREATIVE CLUSTERS IN THE DEVELOPMENT OF URBANIZED CITIES

One of the key indicators determining the quality of life in a modern urbanized city is the level of cultural development. Cultural environment often determines the positioning of a city, its social and tourist attractiveness. Large, highly urbanized cities, on the territories of which corporate management units
operate, can guarantee there will be sufficient demand for creative clusters. Moreover, they already have sufficient infrastructure and popular travel brands to attract more tourists as consumers of creative goods and services.

Dynamically developing processes of automation and robotization are having their impact on national economies worldwide, primarily through releasing a significant number of industrial workers from their routine jobs, thus making it possible for them to shift to more creative work. In the foreseeable future, creative clusters will consequently become the growth drivers for many national economies worldwide. The “Experience Economy” concept developed by B. J. Pine and D. H. Gilmore (Pine, 1999) is used sometimes interchangeably with the term “knowledge economy”. Within this concept, there is a significant range of products, which are aimed at influencing the emotional sphere of the individual, not only in terms of goods and services consumption, but also in terms of personal development and self-realization.

In this context, development of creative clusters is not just emergence of a new sector of the economy. It will entail fundamental structural changes and, provided there is a consistent government strategy supporting it on a specific territory, it will become a key factor of economic growth. A separate session on export potential of the creative sectors became one of the central discussions at the St. Petersburg International Economic Forum (SPIEF) in summer 2018. Opening this session at SPIEF-2018, Andrey Slepnev, Director General of the Russian Export Center, noted that “it is very important to understand the role of intelligence in the future economy”. The leading expert participants highlighted the undoubted role of creative industries as an instrument of “soft power”. Forming national images should be a priority and go hand in hand with the development of creative clusters in urbanized centers and territories.

“The images created today by our animation and film industry can form a solid basis for creating a new positive image of Russia, which offers not only energy resources, but also something good and useful for children and adults alike”, said Andrey Slepnev (Galkina, 2018).

At the international level, establishing creative clusters in urban economies is perceived as a driving force for sustainable development, the basis for innovations’ implementation in the framework of the second resolution, adopted by the UN General Assembly on September 25, 2015 “The transformation of our world: the sustainable development agenda for the period up to 2030” (Resolution, 2016) and on 23 December 2016 “New Urban Development Program” (Resolution, 2015).

Although the term “creative industries” appeared in the mid-twentieth century it became known to the general public relatively recently – in the early 21st century already. Below we present our own overview of approaches to defining the terminology associated with the development of creative clusters.

**THEORETICAL APPROACHES TO DEFINITION OF CREATIVE CLUSTER IN ECONOMY AND ECONOMICS**

The influence of culture throughout the entire evolutionary development of human society is immense, but it was the formation of post-industrial economy, in which consumption of services exceeded 50%, that turned the creative component into one of the key elements of today’s development. The term “creativity” (from the Latin creatio – creation) was widely used in psychology in the 1950s. Creativity can be not only as an individual feature but also as a property of complexly organized systems of relations. This understanding of creativity has become the basis for the emergence of the term “creative economy” (Belokrylova, 2013). It was first introduced in publication “The 21st Century Corporation: The Creative Economy” in the Business Week magazine (The Creative Economy, 2000).